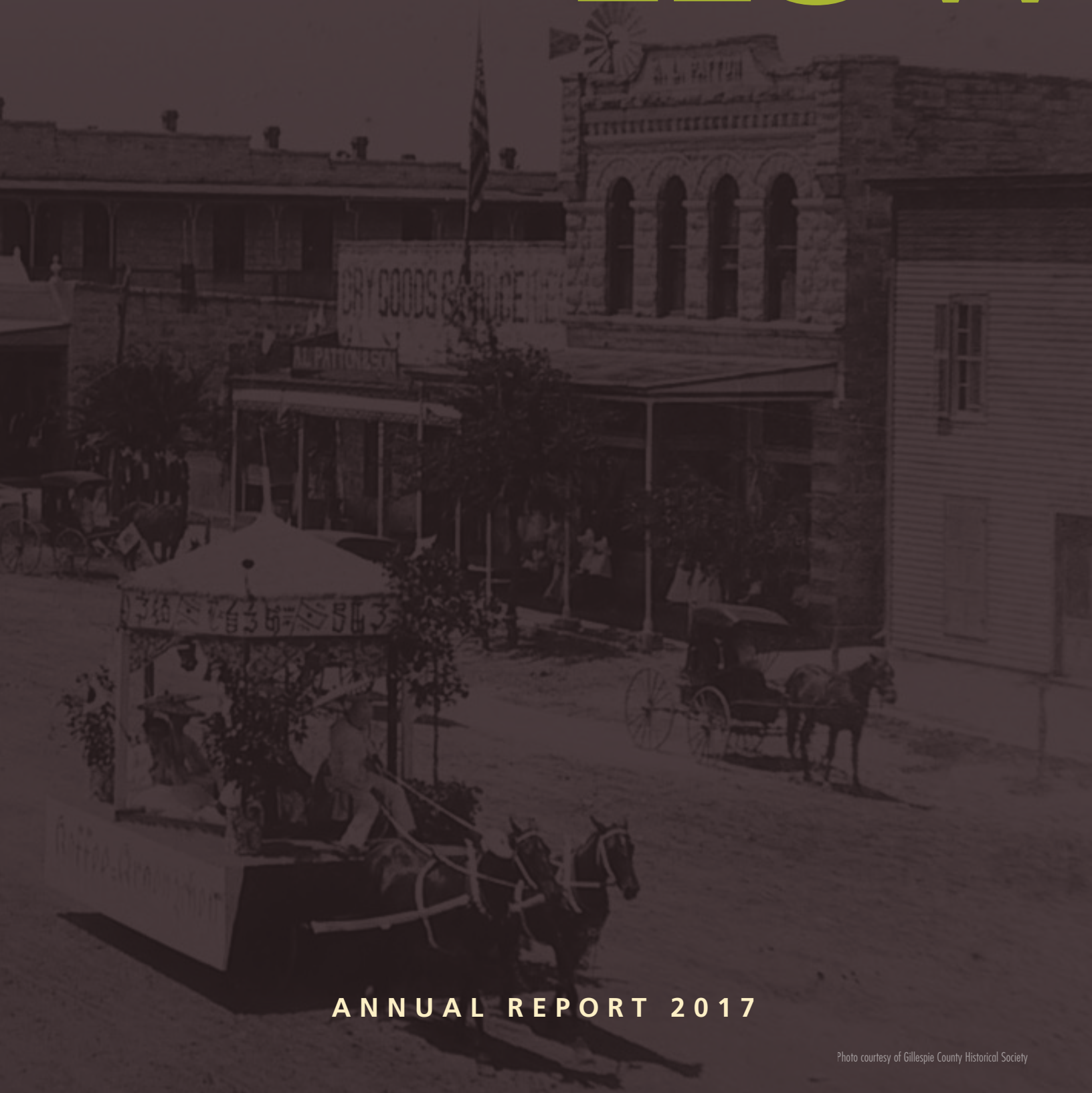


travel then and now

Fredericksburg®
THE TEXAS HILL COUNTRY
Convention and Visitor Bureau



ANNUAL REPORT 2017

Photo courtesy of Gillespie County Historical Society

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**Nurturing a Strong
State of Travel**

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**Really “Connecting”
with Travelers**

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**Visitation Numbers
Rise—and Shine**

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**Historic Event
Celebrates Milestone**

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**Expanding Our
Hospitality Education**

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**Great Buzz Brings
Great Benefits**



Message from the President

FREDERICKSBURG'S MAIN STREET – THEN AND NOW

Think about the changes in travel that Fredericksburg's Main Street or Hauptstrasse has seen over the last 172 years. Some of the earliest visitors passing through Fredericksburg were the 49ers headed west to the Gold Rush in California – traveling by horse or by wagons. Stagecoaches began to arrive with guests often staying overnight at the Nimitz Hotel before they continued their journey to El Paso and points beyond.

On occasion cattle were driven down Main Street, but eventually Model T Fords began to replace the cattle, the horses, the stagecoaches and the wagons of the early frontier.

Fredericksburg residents loved a parade down Main Street in the early days and still do!

Luckily, much of the fabric of Main Street was preserved – partially because of the thriftiness of the early Germans. Why tear down a basically good building just to build something new?

Fredericksburg did lose some historic structures along Main Street to new development. For example, the need for gasoline stations along Main Street arose. In 1935, the Gillespie County Historical Society was formed to preserve and tell the history of Fredericksburg, Gillespie County and the surrounding Texas Hill Country.

As more intense development pressures reached our town in the 1960s and 1970s, the preservation movement had strengthened among some local residents. And people arrived from Houston, Dallas, Abilene and other places in Texas who could help fund the restoration work that needed to be done. In the 1980s, the City of Fredericksburg established the Historic Review Board.

Preservation and tourism go hand in hand. Think about some of the most popular tourism destinations around the United States – San Antonio, New Orleans, San Francisco, Charleston and Boston. What do they have in common? Preservation of their historic buildings, significant places and valued stories. And not by coincidence receiving major economic benefits from tourism as a result.

Travelers today want to experience authentic places, such as Fredericksburg's Main Street and national historic district. But they also want places that are alive and vibrant – not just preserved relics of the past.

In my opinion, we are extremely lucky that our historic Main Street is now alive with shops, restaurants, museums, live music venues, wine tasting rooms, the events of Marktplatz, art galleries and lodging options which bring local residents and visitors downtown to experience and enjoy the “sense of place” throughout the day and into the evening.

Ernie Loeffler

President/CEO

Fredericksburg Convention and Visitor Bureau

The Fredericksburg CVB is
the ultimate host
for all visitors.



1984

Tourism marketing was managed by
Chamber of Commerce Staff until 1984.

In 1984, the Fredericksburg Convention and Visitor Bureau was created
as a department within the Chamber of Commerce.

Tourism Marketing — Then and Now

The first convention and visitor bureau (CVB), now generally known as destination management organizations (DMOs), was suggested by Milton Carmichael, a journalist in Detroit in 1896. His idea was for business people to join together and promote Detroit as a destination for business meetings. The Detroit Convention and Businessmen's League was formed that year, which later became the Detroit Metro Convention and Visitor Bureau.

Locally in Fredericksburg, the Fredericksburg Chamber of Commerce promoted tourism for decades, but in 1984 a convention and visitor bureau department was formed within the Chamber of Commerce organization. In 2005, the Fredericksburg Convention and Visitor Bureau was spun off as a separate stand-alone 501(c)(6) organization and is funded 99.9 percent by hotel occupancy tax paid by visitors.

In the early years of the existence of convention and visitor bureaus across the country, the job was to promote, promote and promote visitation. "Heads in beds" is the term still used about that end goal.

Today, the role of the CVB or destination management organization has evolved significantly and is being re-engineered. According to the "DestinationNext" study by Destination International (an association of DMOs around the world), the staff of the DMO today is called upon to be curators of destination content, adopters of business intelligence and data science, catalysts of economic development, activists in community place making and collaborators within strategic networks.

In addition to marketing, the DMO today must be involved in managing and protecting the tourism product of the destination (don't kill the goose who laid the golden egg as they say), as well as being mindful about the quality of life of residents in the destination.

2005

In 2005, the Fredericksburg Convention and Visitor Bureau spun off as a separate stand-alone 501(c)(6) organization funded 99.9 percent by hotel occupancy tax paid by visitors.

The Convention and Visitor Bureau
maximizes reach
and knowledge.



1,064,675

unique visitors to website
UP 198,362 FROM 2016

56,361

visitors assisted at
Visitor Information Center
DOWN 8,390 FROM 2016

43,275

packets mailed or distributed
UP 6,849 FROM 2016

9,960

phone calls answered
DOWN 1,318 FROM 2016

13,164

people watched DVD
UP 199 FROM 2016

\$1.7

million of media value
DOWN \$1.6M FROM 2016

84,791

fans on Facebook (as of 2/14/18)
UP 12,747 FROM 2016

Authentic and
unique experiences
keep them coming back for more.



National Museum of the Pacific War

160,000

UP 10,000 FROM 2016

Enchanted
Rock

281,781

DOWN 55,829
FROM 2016

LBJ National
Historical Park

146,118

UP 5,815
FROM 2016

LBJ State Park
& Historic Site

146,631

UP 11,908
FROM 2016

Pioneer
Museum

34,454

UP 3,440
FROM 2016

Texas Rangers
Heritage Center

13,080

UP 5,673
FROM 2016

Old Tunnel
State Park

81,188

UP 23,035
FROM 2016

FCVB Visitor
Information Center

56,361

DOWN 8,390
FROM 2016



then & now



Gillespie County Fair Turns

130!

With the Gillespie County Fair celebrating its 130th anniversary in 2018, here is a look back on the fair's history. Annual fairs have been held since the founding of the Gillespie County Fair in 1881, with the exception of five years during World War I and World War II.

The first Gillespie County Fair was held east of Fredericksburg on what had once been Fort Martin Scott. The abandoned fort parade grounds were dragged by logs for use as the first racetrack. The Turner Hall area, off of North Adams between Schubert and Travis Streets, was the second location called Central Park.

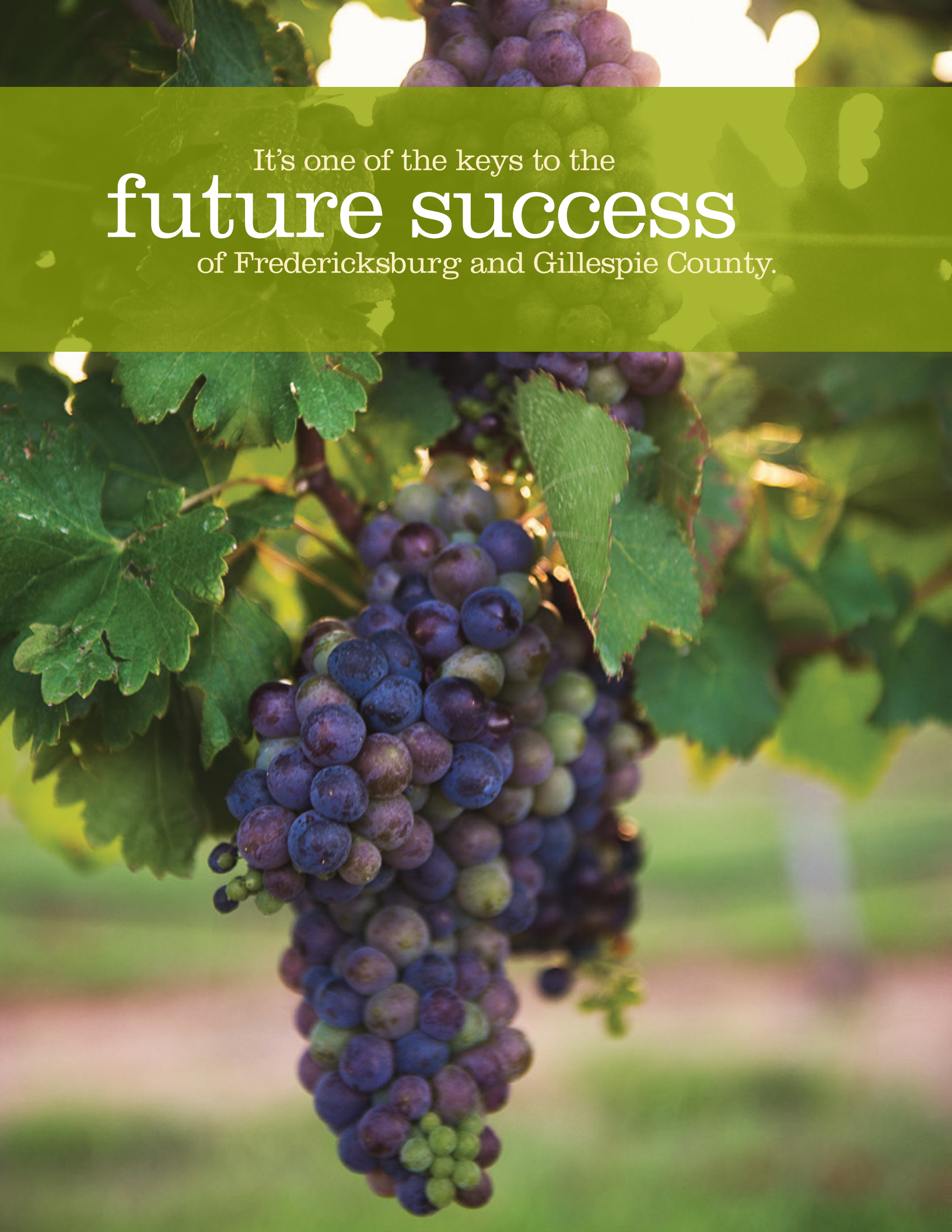
In 1892, the land between South Adams and South Lincoln, south of Barons Creek, became the third site of the Gillespie County Fair. The area is still referred to as "the old fairgrounds" and is the home of H-E-B grocery store and the City's Old Fair Park.

In 1976, the Fairgrounds moved to its current location adjacent to the county airport on Highway 16 South. The current fairgrounds facilities include: the indoor 15,000 square foot exhibition hall, livestock barn, and the covered pavilion as well as the Biergarten, race track, grandstands and 200 horse stalls. The Race Barn opened in April 2003 and provides simulcast pari-mutuel horse and dog races with a restaurant and bar.

Racing has always been a large part of the Fairgrounds' entertainment. Horse races in the summer, especially, are a big attraction. Baseball games were held on the track in front of the grandstands and suspended during a race. The players would line the fences and watch. During the early years, Fredericksburg and Stonewall had polo teams.

Today the Gillespie County Fair & Festivals Association (GCFFA) is a non-profit organization run by a 40-member volunteer board. The purpose of the Fair Association is to develop programs that encourage, instruct and promote the education of the youth of Gillespie County.

Celebrate 130 years on August 23–26! Congratulations to all the dedicated volunteers!



It's one of the keys to the
future success
of Fredericksburg and Gillespie County.

Education – Then and Now

When the German settlers arrived in Fredericksburg in 1846, one of their priorities was to establish schools across the area. Some 44 rural schools throughout Gillespie County were eventually built. Much as in the late 1800s and early 1900s, education is one of the keys to the future success of Fredericksburg and Gillespie County.

The master plan for the Hill Country University Center now calls for new facilities such as the Texas Center for Wine and Culinary Arts (TCWCA), a performing arts center, a visual arts education center, another academic building (to include space for a revitalized nursing program), a vocational training center and campus housing.

From a hospitality point of view, the TCWCA facility will play a key role in elevating Fredericksburg's reputation as "the premier travel experience in the State of Texas," which is the vision of the Fredericksburg Convention and Visitor Bureau.

As the quality of Texas wine continues to improve dramatically, the expectations of our visitors are changing. There are now serious wine enthusiasts coming to taste Texas wine who have higher expectations in terms of the quality of restaurants, lodging and retail.

Once fully implemented, the TCWCA will help to elevate our tourism experience by providing education in wine making and grape growing, local food production, culinary arts and hospitality management.

In addition, as local students have the opportunity to attend classes here that can lead them to a career in some facet of hospitality, they will supplement the local labor force – a critical need in the region.

The partners to create a pathway for students to excel in the culinary, enology, food production and hospitality areas include Fredericksburg High School, Central Texas College, Texas Tech University and the Texas Center for Wine and Culinary Arts.

■ Existing Building ■ Proposed Building ■ Academic Flex Building

1. Fredericksburg Visual Arts Education Facility 2. Performing Arts Center 3. Academic Flex Building
4. Texas Center for Wine and Culinary Arts 5. Academic Building B/ Nursing Education 6. Housing
7. Vocational Training Center 8. Existing Academic Building 9. Detention with Fountain 10. Academic Quad/ Open Space 11. Monument Feature 12. Vineyards 13. Garden Space 14. Potential Trail Crossings 15. Enhanced Crosswalk 16. Maintenance Building 17. Possible Future Access 18. Future development



2017 accolades

Fredericksburg was listed among Southern Living's
"The Best Small Towns for Christmas in the South"

Fredericksburg's Oktoberfest ranked #2 on TripSavvy's
"Top 8 Texas Oktoberfest Celebrations"

Fredericksburg ranked #7 on LendEDU's
"Best Places to Learn About History"

Fredericksburg named by Tour Texas as one of
"11 Wonderful Last-Minute Labor Day Getaways in Texas"

Fredericksburg listed among TripAdvisor's
"Most Charming Southern Vacations
You Need to Experience"

**Fredericksburg named to TripAdvisor's
"15 Best Honeymoon Destinations in the US according to
TripAdvisor Reviewers"**

**The Texas Hill Country listed on Expedia's
"America's Ultimate Wine Regions" list**

**Fredericksburg was listed #5 on Aceable's
"Top 10 Small-Town Texas July Fourth Celebrations"**

**Fredericksburg named in Cowboys and Indians Magazine's
"24 Things to Do in the West"**

**Fredericksburg was voted to #2 on Southern Living's
"The South's Best Small Towns 2017"**

**Fredericksburg's Main Street named by Texas Chapter
of the American Planning Association as a "2017 Great
Places in Texas Designee"**

**The Texas Hill Country ranked #3 on Popsugar's
"12 of the Best Wine Destinations in the World"**

Fredericksburg®

THE TEXAS HILL COUNTRY
Convention and Visitor Bureau

Visitor Information Center

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1-888-997-3600 | (830) 997-6523 | visitorinfo@fbgtx.org

VisitFredericksburgTX.com



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